



# INDUSTRY CIRCULAR

DEPARTMENT OF  
THE TREASURY

Bureau of Alcohol, Tobacco and Firearms

Washington, D.C. 20226

Number: 76- 26

Date: November 30, 1976

## CONVERSION TO 750 ML FILL OF PREVIOUSLY APPROVED 4/5 QUART DISTINCTIVE LIQUOR BOTTLES

Proprietors of Distilled Spirits Plants,  
Importers and Others Concerned:

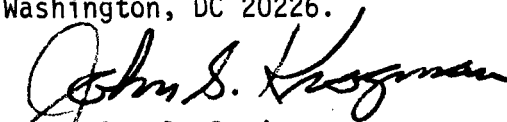
Purpose. The purpose of this circular is to advise you of our position concerning the use of previously approved 4/5 quart distinctive liquor bottles as 750 ml containers.

Background. As the conversion to the metric system is being implemented, some proprietors may wish to use previously approved 4/5 quart distinctive liquor bottles for the 750 ml standard of fill. Under our current procedures, this would require the submission of a letter application, nine 5-inch x 7-inch photographs and a sample bottle. However, since the difference between the 4/5 quart size (757 ml) and the 750 ml size is only 7 ml, we feel that it should not be necessary to have approved 4/5 quart distinctive containers resubmitted for approval as 750 ml containers. We believe, also, that requiring such containers to be submitted would create an unnecessary paperwork and handling burden on the industry as well as the Bureau.

Procedure. The Bureau will accept a letterhead notice of intent to fill currently approved 4/5 quart distinctive containers with 750 ml. No additional photographs or sample bottles will be required. Such notice should be submitted to the Assistant Director, Regulatory Enforcement, and may list one or several of the containers, by name and number, to be used. You are reminded, however, that once you begin using a bottle under any given brand as a metric container for any given State, it may no longer be used for 4/5 quart in that State. Labels, of course, should show the contents as 4/5 quart or 750 ml, as applicable.

After December 31, 1979, the metric fill only may be used.

Inquiries. Inquiries concerning this circular should refer to its number and be addressed to the Assistant Director, Regulatory Enforcement, Bureau of Alcohol, Tobacco and Firearms, 1200 Pennsylvania Avenue, NW, Washington, DC 20226.

  
Rex D. Davis  
Director